

**Sample Accommodations Survey**

Business Name: _____

Address: _____

Phone: _____

What is the type of your lodging facility?

Hotel _____ Cottages/Bungalows _____ Resort _____ Campground/campsites _____

Motel _____ Bed & Breakfast _____ Private Home _____ Hostel _____

Other _____

Which best describes its style?

Family Value _____ Luxury _____ Economy _____ Backpacker _____

Other (describe) _____

Number of units by type:

Single: _____ Double: _____ Suite: _____ Other: _____ Total: _____

Amenities Available:

Restaurant _____ 24 hour reception _____ Transportation services _____ Swimming facilities _____

Laundry _____ Souvenir shop: _____ Porter: _____

Other (specify) _____

About how many customers do you serve on average each year? _____

Do you experience seasonality: If so, how much (%) in high season? _____

What is the average price per room? _____ High: _____ Low: _____

Where do most of your guests come from:

Country #1: _____ % of all guests: _____

Country #2: _____ % of all guests: _____

Country #3: _____ % of all guests: _____

Of those traveling as tourists, what was their main reason for visiting (give one):

Culture: _____ Adventure Travel: _____ Nature/Wildlife: _____

History: _____ Exploration Arts: _____ Scuba diving: _____

Fishing: _____ Snorkeling: _____ Other (specify): _____

How do you advertise your business:

Word of mouth: _____ Pamphlets: _____ Travel Agents: _____ Internet: _____

Travel shows: _____ Visitor Info Centers: _____ Road Signs: _____

Other (specify): _____

How many full-time and part-time employees do you have? _____

Do you work with the local community? If yes, how? _____

Do you use green technologies? _____ Specify, if yes: _____

Gutierrez, Eileen, Kristin Lamoureux, Seleni Matus, Kaddu Sebunya. 2005. *Linking Communities, Tourism, & Conservation: A Tourism Assessment Process - Tools and Worksheets*. Conservation International and the George Washington University.



Sample Tour Operator Survey

Business Name: _____

Address: _____

Phone: _____

Which one of the following most accurately describes your tour operations?

Large (>20), inbound only _____

Large, inbound & outbound _____

Small, inbound - national _____

Small, inbound & outbound _____

Small, local area only _____

Bus tours _____

Other (specify) _____

What types of tours do you mainly provide?

Culture: _____ Adventure (biking, rafting, trekking) _____

Nature/Wildlife: _____

Education: _____ Beach: _____ Boating: _____

History: _____

Exploration Arts: _____ Scuba diving: _____ Fishing: _____

Snorkeling: _____

Other (specify): _____

Which best describes its style?

Family Value _____ Luxury _____ Economy _____ Backpacker _____

Other (describe) _____

About how many customers do you serve on average each year? _____

Do you experience seasonality: If so, how much (%) in high season? _____

What is the average price range for your packages (all inclusive)? _____ High: _____

Low: _____ Per day: _____ 1 night/2 days: _____ Weekends: _____

Weekdays: _____ By the week: _____

Where do most of your guests come from:

Country #1: _____ % of all guests: _____

Country #2: _____ % of all guests: _____

Country #3: _____ % of all guests: _____

What do you think is the main reason tourists use your services?

How do you advertise your business:

Word of mouth: _____ Pamphlets: _____ Travel Agents: _____ Internet: _____

Travel shows: _____ Visitor Info Centers: _____ Road Signs: _____

Other (specify): _____

How many full-time and part-time employees do you have? _____

Do you work with the local community? If yes, how? _____

Do you use green technologies (alternative fuels, etc.)? _____ Specify, if yes:

What do you expect your employment figures to be next year?

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**Arts and Products (Local) Survey**

Business Name: _____

Address: _____

Phone: _____

Which one of the following most accurately describes your operation?

Large enterprise: _____ Medium-sized: _____ Small: _____ Micro: _____

Manufacturer: _____ Wholesaler: _____ Retailer: _____

Other (specify) _____

What types of products do you produce?

Clothing: _____ Basketry/Weaving: _____ Art: _____

Folk Art: _____ Rugs/blankets: _____ Ceramics/Pottery: _____

Furniture: _____ Jewelry: _____ Household items: _____

Wood carving/products: _____ Food: _____ Drinks: _____

Other (specify): _____

About how much product do you sell on average each year? _____

Do you experience seasonality: If so, how much (%) in high season? _____

What type of product do you produce?

High-end, expensive: _____ Moderate range: _____ Inexpensive: _____

Low: _____ Per day: _____ 1 night/2 days: _____ Weekends: _____

Weekdays: _____ By the week: _____

Where do you sell most of your products?

#1: _____ % of all buyers: _____

#2: _____ % of all buyers: _____

#3: _____ % of all buyers: _____

What do you think is the main reason tourists buy your products?

How do you advertise your business:

Word of mouth: _____ Pamphlets: _____ Travel Agents: _____ Internet: _____

Travel shows: _____ Visitor Info Centers: _____ Location/Road Signs: _____

Other (specify): _____

How many full-time and part-time employees do you have in peak season? _____

Do you employ people and artisans from the local community? _____

Do you use local resources? _____ Specify, if yes _____

What do you expect your employment figures to be next year?

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